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# Notice Regarding Advertising Complaints

## Guidelines

Due to difficulties the Hearing Aid Dispensers Bureau has experienced processing advertising complaints, we are no longer able to accept advertising complaints that do not contain original advertising copy accompanied by information clearly identifying the publication in which the advertisement appeared and the date of that publication. To ensure proper processing of advertising complaints, licensees and consumers submitting complaints should:

1. Send an original copy of the advertisement. Photocopies cannot be accepted, except in the case of Yellow Page advertising.
2. When possible, send the full newspaper or magazine page so the advertisement may be seen in context.
3. Be sure the material sent includes identifying information:
  - Newspaper advertising should include a masthead which gives the name of the paper and the issue date.
  - Magazine advertising should include the issue cover or title page, if the magazine name and issue are not given on the page containing the advertising.
  - Yellow Page advertising should include a copy of the book cover identifying the volume and year for which it was published.

## Resubmission of Your Complaint

Advertising complaints that do not contain the required information cannot be processed. To ensure proper processing of your complaint, please resubmit it supplying the documentation outlined above.